

NOVEMBER/DECEMBER 2023

**CEIM54C/BEIM54C — MARKETING  
MANAGEMENT**

Time : Three hours

Maximum : 75 marks



**SECTION A — (10 × 2 = 20 marks)**

Answer ALL the questions.

1. Define Marketing.
2. What is marketing mix?
3. What is consumerism?
4. Define Market segmentations.
5. Mention any three advantages of sales forecast.
6. What is product?
7. State the meaning of dual pricing.
8. What is Retailer?
9. Define Sales promotion.
10. What is meant by publicity?

SECTION B — (5 × 5 = 25 marks)

Answer ALL the questions.

11. (a) Distinguish between marketing and selling.

Or

- (b) What are the levels of marketing management?

12. (a) Explain the factors involved in buying decision.

Or

- (b) Discuss about the methods of segmenting markets.

13. (a) Define sales forecast. State its importance.

Or

- (b) Explain the measures to prevent products failures.

14. (a) What are the factors affecting pricing decision?

Or

- (b) Explain the major channels of distribution.

15. (a) Discuss about the kinds of advertising.

Or

- (b) Explain the various stages involved in personal selling.



SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain in detail the various approaches to the study of marketing.

17. What are the measures adopted to protect the interest of the buyer?

18. Explain the various stages involved in new product development.

19. Discuss about the factors to be considered in selecting channel.

20. Define Advertising. Explain its objectives.